



Press Release

EZ-LINK PRESENTS THE SPECIAL EDITION CARE BEARS™ FEVO PREPAID MASTERCARD - THE PERFECT GIFT FOR ALL OCCASIONS

One of the first payment cards in the world to feature the iconic family of bears, for all shopping and transit needs

Singapore, 21 December 2010 – EZ-Link Pte Ltd, issuer and manager of Singapore's largest contactless stored value facility, the ez-link card, has announced the launch of a special edition of Care Bears FEVO Prepaid MasterCard. In partnership with American Greetings Properties (AGP), the intellectual property and outbound licensing division of American Greetings Corporation (NYSE: AM), the collection will include a total of seven unique designs featuring a different Care Bears character per card.



All 7 Special Edition Care Bears™ FEVO Prepaid MasterCard designs

Currently available for sale at all SingPost outlets island-wide, the Special Edition Care Bears FEVO Prepaid MasterCard can be used both as an ez-link card for transit, retail and motoring payments, such as for Electronic Road Pricing (ERP) and Electronic Parking System (EPS) charges, as well as a prepaid MasterCard wherever the card is accepted worldwide, including phone and Internet transactions.

Each of the seven card designs will be bundled with a plush toy of the same Care Bears character and presented in an attractive gift box, making it an excellent gift set for loved ones this festive season. The seven Care Bears characters to be featured on the FEVO prepaid



MasterCards are amongst the most popular of the series, namely: Amigo, Funshine, Good Luck, Harmony, Heartsong, Love-A-Lot and Superstar.

“EZ-Link is very happy to collaborate with American Greetings in launching the Special Edition Care Bears FEVO Prepaid MasterCard during the year-end festive period as we feel that these cards, being both practical and presentable, will make ideal gifts for loved ones across various demographics. With Care Bears endearing persona and the positive values that they represent, we hope for these gift card sets to warm many hearts this festive season while enabling them to shop, dine and travel around in style!” said Mr Nicholas Lee, Executive Director, EZ-Link Pte Ltd.

“We’ve always been proud of the Care Bears’ ability to bring smiles and laughs across the globe and we’re very pleased to be working with EZ-Link to introduce these creatively branded payment cards,” said Carla Silva, Vice President of Global Licensing at American Greetings Properties. “The Care Bears universal themes of caring and sharing continue to resonate with fans everywhere and we welcome this opportunity to spread the joy in an all-new way this season”.

The Special Edition Care Bears™ FEVO Prepaid MasterCard designs are currently on sale at all SingPost outlets island-wide and priced affordably at SGD\$28 each, inclusive of GST (goods and services tax). For more information, please visit www.fevocard.com.

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About EZ-Link Pte Ltd

A subsidiary of the Land Transport Authority, EZ-Link Pte Ltd was formed on 8 January 2002. Its core business is the clearing and settlement of all ez-link card transactions generated in transit and non-transit (retail/merchant) environments, as well as the sale, distribution and overall management of ez-link cards. To date, the company has sold and replaced more than 8 million new ez-link cards which are CEPAS-compliant. This is in tandem with the government’s plan to promote cashless payments in Singapore. In line with this vision, the new ez-link card is now also accepted as a mode of payment for Electronic Road Pricing (ERP) and at carparks fitted with the Electronic Payment System (EPS) when used in the dual-mode in-vehicle unit.

EZ-Link Pte Ltd was awarded the “Everyday Merchant of the Year” in the prestigious MasterCard Hall of Fame Awards in December 2010.

About FEVO

Issued by EZ-Link Pte Ltd, FEVO was launched in April 2009. The FEVO card is a MasterCard branded payment card that allows the cardholder to make purchases anywhere MasterCard is accepted, just like one would with a credit or debit card. FEVO also comes with an ez-link function, allowing users to make contactless payment in transit and non-transit acceptance points, or wherever ez-link is accepted. EZ-Link



is the first non-bank entity in Singapore to be granted MasterCard membership and to present the FEVO Prepaid MasterCard.

About American Greetings Corporation

For more than 100 years, American Greetings Corporation (NYSE: AM) has been a creator and manufacturer of innovative social expression products that assist consumers in enhancing their relationships. The Company's major greeting card lines are American Greetings, Carlton Cards, Gibson, Recycled Paper Greetings and Papyrus, and other paper product offerings include DesignWare party goods and American Greetings and Plus Mark gift-wrap and boxed cards. American Greetings also has the largest collection of electronic greetings on the Web, including cards available at AmericanGreetings.com through AG Interactive, Inc. (the Company's online division). AG Interactive also offers digital photo sharing and personal publishing at PhotoWorks.com and Webshots.com and provides a one-stop source for online graphics and animations at Kiwee.com. In addition to its product lines, American Greetings also creates and licenses popular character brands through the American Greetings Properties group. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$1.6 billion, and its products can be found in retail outlets worldwide. For more information on the Company, visit <http://corporate.americangreetings.com>.

About American Greetings Properties

American Greetings Properties (AGP) is the intellectual property and outbound licensing division of American Greetings Corporation. Built upon the successful re-launches of Care Bears and Strawberry Shortcake licensed products, which have garnered over \$5 billion in retail sales worldwide combined since 2002, AGP develops multi-platform campaigns for its properties through digital media, entertainment, marketing and merchandising. In addition to Care Bears and Strawberry Shortcake, AGP's active classic brands include Holly Hobbie, Popples and Madballs, as well as new properties Twisted Whiskers, Maryoku Yummy and TinPo. Children can experience AGP online at www.agkidzone.com. For more information on AGP, visit www.agpbrands.com.



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